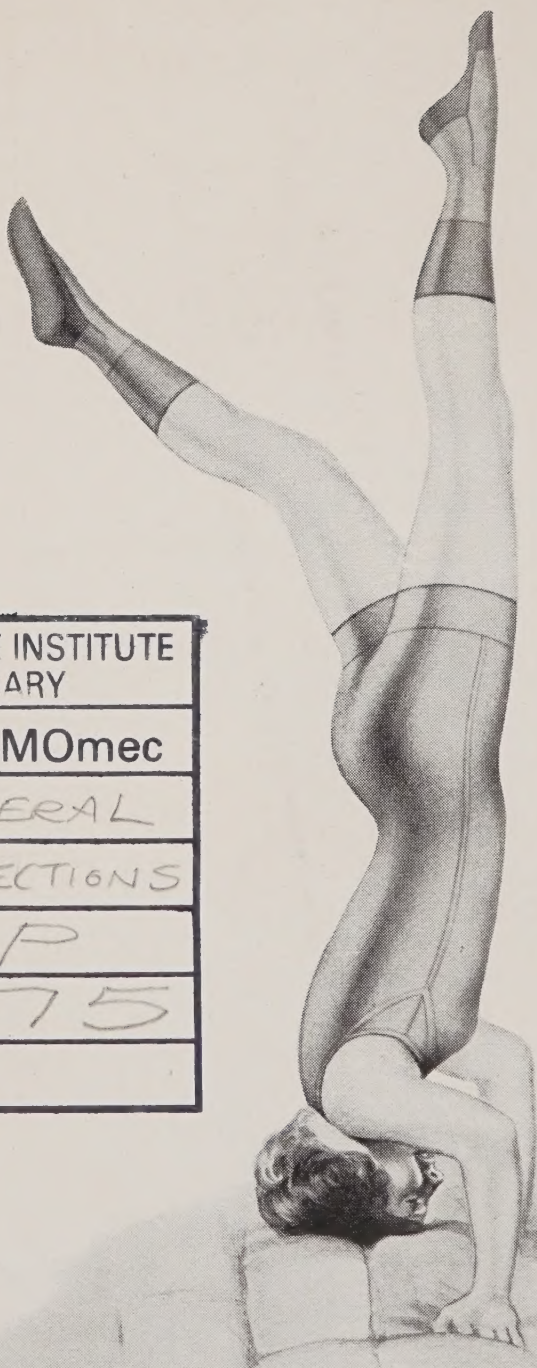


The
ELIZABETH ARDEN
EXERCISES for HEALTH
and BEAUTY



ELIZABETH ARDEN
25 Old Bond Street, LONDON, W. 1.

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Two Women—A Comparison

I WILL sketch two women for you. Two women of another age, who yet stand for types that are of today.

One woman is a warning. The other, an inspiration.

One, a woman of the Orient—slothful, dull, heavy. Her mind inert. All spirituality in her smothered by stagnation.

The other, a woman of classical Greece—lithe, graceful, poised, beautiful! *Artemis*, fleet huntress, goddess of the wild—keen-limbed, eager.

The woman of Greece was quick; her movements were poetry, unconscious art. We know her only in friezes and statues of marble. But the very stone seems to throb with the easy grace of her.

During the centuries since ancient Greece, undreamed of progress in the sciences has revolutionized all of life. Knowledge has lessened the fear of disease. Life itself is actually twenty years longer than it was in the Dark Ages.

We now live longer. But do we live better?

The woman of the Orient was old at thirty. The woman of Greece for years longer was still slender, lithe, firm-limbed and quick as a girl.





Exercise! And you keep every tissue functioning gaily and eagerly.

Exercise! And you set the blood to dancing like an elixir of spring in your veins.

Exercise! And you keep the keen lines of youth in your figure—and the joy of youth in your heart.



A Famous System of Exercise

DESIGNED ESPECIALLY TO BRING BACK
WOMEN'S HEALTH AND BEAUTY

Elizabeth Arden recently asked herself these questions:

Why should any woman tolerate the unlovely developments that come from lack of exercise? Heaviness of limb, where there should be rounded slenderness? Lumps of flesh where there should be firm smooth contours? Ugly hollows in place of youthful curves?

Tightened nerves, or sagging muscles. Awkward movements. A droop of the entire being—when there might be buoyancy, poise, the exquisite distinction of patrician carriage, the life, the vibrant sensation of radiant well-being!

Elizabeth Arden—whose name the world over stands for women's beauty, the making of it, and oh, the keeping of it!—asked herself why women



could not add to the beauty of a carefully kept skin, the charm of bodily grace.

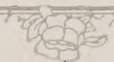
With the energy and intelligence characteristic of Elizabeth Arden, she made exercise a profound study. The results of the careful experiments are considered the most brilliant achievement of her career.

Many women go to her Salons for exercises. But as many, many more women cannot do so, she put a set of the important exercises in the form of records.

Demands for Miss Arden's Exercises have so increased that she has placed the records on sale everywhere, thus rendering service to her clients who are not able to come to the Salons.

They are now available—a set of three large 12-inch records, each double-faced, including six splendid series of movements that stimulate the circulation, firm and proportion the body, promote the processes of digestion and elimination, and above all, *lift* the drooping muscles and sagging abdominal organs.

To make this perfect reproduction of her own successful exercises, Elizabeth Arden worked for months in her private gymnasium and in the laboratories where the records were made. The directions are her own. The fitness of the inspiring music was assured by the closest personal activity of Elizabeth Arden herself.



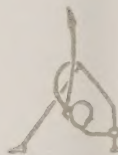
Therefore, when you use her records you are working under the direction and the personal inspiration of a specialist.

Because her field of endeavor has been the development of womanly loveliness, her exercises are designed to be of special benefit to women.

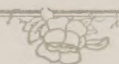


Indiscriminate exercise, carelessly chosen movements, which lay too much stress on some tissues and neglect the use of others, oftentimes result in unflattering muscular development. But Elizabeth Arden has made hers a perfectly balanced program of exercise. The movements will improve the vigor and tone of the whole body, correct specific faults of posture to which women are liable, and unlovely developments of different parts of the body. Elizabeth Arden's Exercises will increase your grace and poise a hundredfold.

*Music—Companionship—Inspiration
Sympathy!*

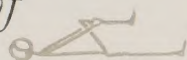


Exercising alone and without music is a dull spiritless task from which you derive little benefit. But with Elizabeth Arden's records you are exercising with another woman! She is telling you what to do next. She is going through the movements with you. She is an expert—and in sympathy with your needs and longings.



And in exercising with music, you are putting your body in tune with the rhythm of life. Your actions acquire grace because movements in rhythm are the poetry of motion. You gain a mastery over every part of your body. The futile, unschooled warring of the nerves is soothed and harmonized. Soon there comes poise out of disorder, ease of motion, of thinking, of being.

*A Lovely Skin Is the Reward of
Perfect Health*

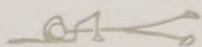


All beauty and happiness have their foundation in radiant bubbling health.

When the blood flows sluggishly, the tissues starve, the organs cannot function efficiently, the complexion grows dull and faulty.

Your body is like an exquisitely tuned motor. Food is the fuel. Breathing supplies the oxygen that keeps up the vital process of combustion in every cell, and that carries off the "smoke," the ashes of combustion, the poisonous waste that must be got rid of or it saps the splendid organism. The circulatory system of the blood distributes this fuel and this oxygen to the active tissues.

Breathe deeply great lungfuls of air and you supply the increase of oxygen that enables the body to throw off waste and quickens each cell into splendid activity.





Exercise, and you keep the blood tumbling along in a busy revitalizing cleansing stream.



Elizabeth Arden's Exercises are chosen to increase the depth and thrill of your breathing and to send the blood in steady strong waves through every channel and to every organ of the body. They stir every lazy organ, rouse every tissue. The gladness and sparkle they give you are no less precious than the loveliness they impart to the skin.

*Constipation Is a Menace to Health
and Beauty*

The process of digestion, too, leaves many wastes to clog the alimentary canal. For perfect elimination, a free movement of the bowels should take place twice every day. Otherwise, effete matter filling the intestines sends ugly toxins through the system to dull the mind and cause depression; to poison the blood; to cause eruptions on the skin and a dull, sallow, lusterless complexion; to break down the resistance of the corpuscles, and lay the body open to infection and ills.

Elizabeth Arden has seen the evil of constipation during her years of experience; she has developed a sound and natural way to correct it. Several exercises on the Elizabeth Arden records are chosen to strengthen the muscles of the ab-



dominal walls and the alimentary canal, and to assist in the important elimination of waste.

Cathartics are dangerous and ineffectual. Chronic constipation cannot be cured by diet alone. But exercise every day in your own room under Elizabeth Arden's direction, and you can banish constipation almost at once by the natural method of assisting the muscles at their work. Astonishing results have been obtained in short time by these remarkable exercises.

*Elizabeth Arden's Six Exercises
for Health and Beauty*

Each exercise has a distinct function.

There is an exercise to correct a fleshy abdomen and reduce ungainly hips; one for a thin neck, or a flabby neck; one that proportions the entire body, lifts slack pelvic muscles and teaches every taut nerve to relax; one that develops poise and a graceful carriage; more than one to correct constipation; one to harden all the muscles of the waist, bust, back and shoulders and give a firm boyish waist and flat shoulder blades; one to shape the ankles, legs and thighs.

Read through the index on the portfolio of the records. It will help you to find the special exercise that is of first importance to you.

When you first begin to exercise, your un-





accustomed muscles will probably feel stiff. Do not wait for the stiffness to wear off, but keep right on with the exercises. They are the best means of regaining the suppleness that should always be yours.

NOTE—Some of Elizabeth Arden's Exercises are to be done lying on the back. This position rests the muscles and brings them into proper position. Elizabeth Arden has made a specially designed mat for this purpose. One soft enough to protect the spine and light enough to take with you when you travel. It may be had in one of several colors to blend with your bedroom.



(1) Doughboy Exercise

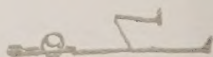
WAKES UP YOUR CIRCULATION

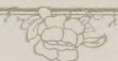
This exercise stimulates the circulation into a steadier and quicker current—wakes you up—makes you feel alive—clears your complexion. The quick movement of the arms will firm flabby tissues and perfect the youthful roundness of the arms—fill out hollows in the neck and greatly improve the contour of the bust. The leg movement corrects constipation and soothes and steadies the nerves of the back.

(2) In-and-out Exercise

CORRECTS CONSTIPATION

This exercise provides an effective internal massage movement that strengthens all the muscular organs of the abdomen and corrects





constipation. Its changes of posture act as a massage to the abdominal contents and aid the processes of digestion and elimination of waste from intestines and kidneys.

It is impossible to stress the importance of this too strongly. Constipation is the worst enemy of health and beauty. Unless your body rids itself of the accumulated poisons, your skin will show eruptions and spots of red; you will suffer dull headaches and harrowing days of lethargy and melancholy.

NOTE—This series of movements continues the constructive effects of the Doughboy Exercise and adds to their effectiveness by stimulating the circulation in the heart, arteries and veins, thus carrying the vitalized blood in greater quantities to all parts of the body. Do this each morning as soon as you arise: drink two glasses of water, then swing into the movements of this splendid exercise.

(3) *The Scissors Exercise*



PROPORTIONS THE BODY AND LIFTS SLACK
PELVIC MUSCLES

This exercise molds the hips, thighs and calves of the legs, and perfects the lines of the entire body.

It increases the blood supply and lifts and strengthens the uterus, ovaries and appendages with highly beneficial effect upon the muscles constituting the floor of the pelvis. It thus results in an improved condition of the reproductive organs, and strengthening of the muscles of a weak back.



It also develops the invaluable ability to relax completely, thus combatting nervousness.

This exercise should *never* be neglected.

(4) *Chin-Toe*—TO PERFECT THE NECK

Jack-Knife—TO REDUCE HIPS AND ABDOMEN

Chin-Toe is a wonderful exercise for correcting saggy necks and making the contour firm, round and lovely.

Jack-Knife Exercise reduces the hips and abdomen and tones the muscles of the whole body. It is excellent for arousing the circulation, stimulating every sluggish tissue and promoting general suppleness and freedom. How overjoyed you will feel when you become proficient enough to toss your body in the air! You *can*!

Do this exercise twice a day if convenient. At first, if your muscles are softened by neglect, use the Chin-Toe Exercise alone, then as you grow proficient, add the Jack-Knife.

(5) *The Twist-Pull-and-Squeeze*

FOR A FIRM BOYISH WAIST AND FLAT SHOULDER
BLADES—(HELPS THE KIDNEYS)

This series of movements firms and hardens all the muscles of the waist, bust, back and shoulders and gives the figure that suppleness which reveals itself in a firm boyish waist line and flat shoulder blades.



This exercise stimulates the lymphatic circulation with beneficial effects on the glandular system and the kidneys.

(6) *Balance Exercise*

GIVES POISE AND A GRACEFUL CARRIAGE



Do you want to be one of the few who can walk with grace and lightness into a room, and stand with ease and poise? Do you want to cultivate a strong, supple spine and get rid of an ugly sway-back?

Do this exercise.

The first movement strengthens the spine, flattens the abnormal curve of the back and lifts the abdominal organs. It increases the blood circulation in the spinal muscles.

The second movement gives you control of the distribution of the weight of your body. With this comes balance, poise, a distinguished bearing.

The third movement will give you perfectly shaped thighs and legs, slender ankles and instep.

*Make Today the Birthday of Your
New Self!*

Begin today to enter upon the adventure of finding the radiant sparkling personality that will blossom in you with perfect health. Begin





today to exercise. Exercise with Elizabeth Arden. She will lead you to breathe deeply, to move gracefully, to live triumphantly because you are strong and well and lovely.



Prices and Directions

The Elizabeth Arden Records are a set of three large 12-inch double-faced records which may be played on any standard machine that plays disc records. Complete Set, 2 guineas.

Satin Mat—To protect the spine and make the lying-down exercises a joy and a splendid relaxation. In rich colorful satin, 12 guineas. In a fine quality of Farmer's satin, also in delightful colors to blend with your bedroom, 10 guineas.

Directions, with numerous *photographs* showing the various movements, are printed in simple concise language on the portfolio containing the records.

A Measurement Chart is enclosed with each portfolio. On this you may keep accurate record of gains or reductions resulting from the exercises.

A Diet Schedule and a Questionnaire are also enclosed with each set of records. Please fill these out and return to Elizabeth Arden. She will then make careful note of your individual case and will send you a personal letter of advice,



telling you how best to use the exercises, what foods you should eat, and many other valuable suggestions to correct specific faults of your figure, posture and complexion.

This privilege of personal consultation with Elizabeth Arden on the subject of your health and beauty is obtainable only by buying her records and returning the enclosed questionnaire to her. For Elizabeth Arden cannot promise the rewards of Health and Beauty unless you build fundamentally—exercise faithfully.



The Story of Lymph and Chyle

No doubt many of you are unfamiliar with the lymph circulation, or you have forgotten the difference between lymph and chyle. I will give a brief description of the lymphatic circulation and the digestion of fats, to help you know why you are stimulating the flow of lymph throughout the body and emptying lymph and chyle together from the Thoracic duct into the Subclavian vein and heart.

The lymphatics are glands stationed at short distances from each other throughout the entire body. They are joined by minute vessels called lymph capillaries and lymph spaces.

These lymph spaces are tiny reservoirs which collect the overflow fluids of the body resulting





from the repair processes of life, the replenishing of worn-out tissues and the healing of sprains, bruises and wounds.

These fluids also contain germs gathered from every possible source in the body, and the entire collection under the name of lymph is collected in the glands and carried along by the pressure of muscles contracting upon the lymph vessels when we move. The lymph thus collected is ever moving towards its main reservoir in the abdomen and chest, called the Thoracic duct. Lymph is emptied into the lower end of this reservoir, carried up to its upper end, from which it is emptied into the large veins which carry it into the heart to be mixed with the blood.

Chyle is the name given to digested fats. These are carried from the intestines, by small vessels called lacteals, and emptied into the Thoracic duct at its lower end in the abdomen. Mixing with the lymph, the chyle goes on up into the chest, is carried into the heart and mixed with the blood.

This little story of Lymph and Chyle will give you an added interest in exercise. Understanding the functions of the body, you can better appreciate the wonderful benefits accruing from the scientifically developed movements of the Elizabeth Arden Exercises.

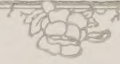


Where to Obtain

Elizabeth Arden Records

The Elizabeth Arden Records are on sale at all the Arden Salons listed below. If you are not near any of her Salons, inquire at the nearest music shop or write to Elizabeth Arden at 25 Old Bond Street, London, W. 1. Enclose check or money order for 2 guineas and the Records will be mailed you, postpaid, at once.





ELIZABETH ARDEN

Salon d'Oro

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1147 Connecticut Avenue

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Address all correspondence to London Salon

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